



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Minutes Special Meetings

Monday, December 21, 2020

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:01 PM

ROLL CALL

Present: 6 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Nicole Caito-Urbani, Alison DeGrassi and Debra DeGraw

Absent: 1 - Kelly Urbani-Freeland

1. APPROVAL OF MINUTES

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None

3. CONDUCT OF BUSINESS

3A. [20-960](#) Receive Report from Staff on Visit Fort Bragg Promotions and Provide Direction

City Manager Tabatha Miller introduced Tom Kavanagh from The Idea Cooperative who gave an overview of the current campaign to promote Visit Fort Bragg. He provided statistics from the various social media platforms they are using. The website has reached 50,000 views. There are over 19,000 followers on Instagram and 68,000 via Facebook. The engagement is going great. Now is the time to create a tailored invite to those who can travel to the coast but with safety in mind.

Discussion:

There was much about what the how to continue to promote visitation to Fort Bragg but from those who are in drivable distances. The current plan will be to go forward with a Winter Visitation promotion in the coming months and other events.

3B. [20-963](#) Review Visit Fort Bragg Membership Status, Application and Visit Fort Bragg Committee Protocol, and Direct Staff to Publicize the Open Seats and Application Materials to Appoint New (or Returning) Members in January 2021, Pending Any Committee-Directed Revisions

City Manager Tabatha Miller gave the oral report about reviewing and updating the current application for the Visit Fort Bragg Committee. Robert Pinoli and Nancy Bennett terms are coming to an end and Anne Maureen McKeating has resigned. There will be three new openings and existing members can reapply.

4. MATTERS FROM COMMITTEE / STAFF

* Love Local Mendocino is a new website in partnership with the Chambers of Commerce. Visit the site by going to <https://lovelocalmendo.com/>

* Alison De Grassi gave an update about the West Business Development Center's commitment to helping the local business and non-profits.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:12 PM.